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CLAIMS:

1.   A method of scale factor retrieval in a system (10) for processing image or
video programme content, characterized in that the method including steps of:

(a)   receiving the programme content including watermark information embedded
           therein;

5   (b)   subjecting the programme content to spatial correlation processes to determine
           a plurality of correlation peaks for one or more image or video frame axes and
           deriving therefrom a plurality of scale factor candidates;

(c)   analysing one or more combinations of scale factor candidates to determine a
           combination at which at least one of correlation is improved and watermark
10   retrieval accuracy is enhanced and thereby determining a best group of scale
           factor candidates.

2.   A method according to Claim 1, wherein the method includes a further step of
applying Hanning window selecting means to frames of the programme content to isolate
15   sub-regions of the frames for use in performing the spatial correlation processes in step (b).

3.   A method according to Claim 2, wherein relatively more sub-regions are used
for determining a best scale factor in a substantially vertical axis of frames in comparison to a
number of sub-regions used for determining a best scale factor in a substantially horizontal
20   axis of the frames.

4.   A method according to Claim 2, wherein one or more of the sub-regions used
for determining the best scale factor in the substantially vertical direction are mutually
overlapping, whereas the sub-regions used for determining the scale factor in the
25   substantially horizontal direction are substantially non-overlapping.

5.   A method according to Claim 1, wherein, in step (b), correlation is performed
in a transform domain relative to the programme content received in step (a).

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6.   A method according to Claim 5, wherein the transform domain is a Fourier transform domain.

7.   A method according to Claim 1, wherein, in step (b), correlation is performed in a sub-region point-wise multiplication using transform conjugate arrays corresponding to one or more sub-regions of the received programme content.

8.   A method according to Claim 1, wherein correlation results from step (b) are subject to normalization prior to determine of scale factor candidates.

9.   A method according to Claim 2, wherein the sub-regions selected by the window selecting means form a group lying substantially towards a central region of each frame.

10.   A method according to Claim 1, wherein the analysis in step (c) is subject to one or more searches in a range around the group of best scale factor candidates to iterate the best scale factor candidates to provide for optimal watermark retrieval.

11.   A method according to Claim 1 adapted for use in watermark retrieval.

12.   A method according to Claim 11, wherein watermark retrieval achieved using the method is for programme content authentication purposes.

13.   Apparatus arranged to execute a method according to Claim 1.

14.   Software executable on one or more computing devices for implementing a method according to Claim 1.